



NEWS RELEASE

For Immediate Release

March 5, 2018

SCREEN SECTOR CONTRIBUTES MASSIVE USD 33.3 BILLION TO INDIA'S ECONOMY & SUPPORTS 2.36 MILLION JOBS

MUMBAI/SINGAPORE – The film and television industry contributed a total of USD 33.3 billion (INR 216,677 cr.) to the Indian economy and supported over 2.36 million jobs in 2017, according to a new report launched today during FICCI Frames 2018 at the Grand Hyatt in Mumbai.

The total economic contribution, which includes both the direct and indirect economic impact of the film, television and OTT industries, increased by 78% (from USD 18.5 billion / INR 115,000 cr.) since the research was last conducted by Deloitte in 2013. Total employment has risen 30% (up from 1.8 million).

Launching the report, Mike Ellis, President and Managing Director, Asia Pacific, Motion Picture Association (MPA), said, "This report is a useful indicator for the film and television industry in India to evaluate its success and growth across a wide range of business sectors, and to similarly address barriers preventing further growth. There's no doubt that the screen community is fueled by aptitude, innovation and unrivaled entrepreneurship, and supports millions of people with quality, rewarding careers and jobs. We remain committed to helping build a vibrant industry and a dynamic online legitimate marketplace."

Rajiv Aggarwal, Joint Secretary, Department of Industrial Policy and Promotion (DIPP), said, "The film and television industry could well become a flagship sector in India's global trade ambitions, as well as a beacon for India's culture, if all stakeholders work together to create the best possible environment for growth and continued innovation. The economic report of the film and television industry should help identify the areas that are working well, and the areas requiring focused efforts and resources."

Siddharth Roy Kapur, President of the Producers Guild of India, said, "Our dynamic industry not only provides high quality jobs and powers the creative digital economy, but is also a huge proponent of India's soft power around the world. This research highlights how film and television production and distribution directly stimulates a range of other industries and businesses, wielding an impact far beyond the direct economic activities of the sector. For that reason, it is crucially important that all stakeholders from the industry and the government play their part in creating an ecosystem that incentivizes growth, encourages creativity and rewards innovation. This will help India's media and

entertainment industry to continue to punch way above its economic weight when it comes to the extraordinary impact it can have on telling the India story to the world.”

Dr. Sanjaya Baru, Secretary General, FICCI, said, “This report is both a good news story and a ‘could do better’ assessment. While the numbers show how quality entertainment is highly valued by audiences both here and around the world, there are a range of measures that should be introduced to allow this industry to reach its full potential. These include: making it simpler to build and open cinemas around the country; ramping up anti-piracy measures; introducing a ratings or classification system; easing production clearances; addressing GST challenges; and providing incentives to shoot in India. If all stakeholders play their part, 2018 could be the year to find solutions to many of these issues.”

The report finds that India’s vibrant and dynamic film, television and OTT sector looks set to flourish. The research points to positive underlying trends that will drive a CAGR average of 12% growth over the next five years. The television sector will continue a healthy growth curve of 15%. The film business can expect 6% – with additional growth if India’s low screen density is addressed. However it is the OTT business, though coming from a low base, which promises the most exceptional development, anticipated to grow 26% through to 2022.

The economic contribution report takes a deep dive into the nascent but dynamic OTT sector, identifying the key drivers for favourable growth, an analysis of existing business models and sector players, and the alignment with developing telecommunications and online advertising. While the 2017 data records a total economic footprint of a modest USD 49 million (INR 321 cr.), the huge demand for high quality video content, matched with increasing mobile and broadband penetration, and bullish offshore and local investment, makes the OTT space one to watch with interest for the foreseeable future.

The *Economic Contribution of the Film and Television Industry in India*, by leading financial services firm Deloitte Touché Tohmatsu India LLP (DTTILLP), was launched with support from the Motion Picture Dist. Association (MPDA), India, in partnership with the Federation of Indian Chambers of Commerce and Industry (FICCI) and local screen associations: the Film and Television Producers Guild of India (FTPGI) and the Film Federation of India (FFI).

The total economic contribution represents the impact of direct industry jobs and spending, along with indirect jobs and wages in thousands of companies with which the industry does business. This includes caterers, dry cleaners, hotels, florists, hardware and lumber suppliers, software, and digital equipment suppliers, as well as those doing business with consumers, such as home entertainment distributors, theme parks and tourist attractions.

Key findings of the *Economic Contribution of the Film and Television Industry in India* include:

	Total Contribution		Direct Contribution	
	USD	INR	USD	INR
Economic contribution of film & TV:	33 billion	216,677 cr.	15.6 billion	101,359 cr.
Employment:	2,360,000	23.6 lac	741,000	7.4 lac

- See the full [Report](#)
- See a summary one-page [Infographic](#)
- Read more about the Economic Contribution of the Film and Television Industry by Deloitte on the new [CreativeFirst](#) website.
- See event photos [here](#).

On March 5, representatives from the film and television industry, government and media celebrated the launch of [CreativeFirst](#), an online platform designed to highlight the vital role played by the media and entertainment industry in India to foster creativity, innovation and culture, which in turn stimulates investment, jobs and economic growth. CreativeFirst will provide quality commentary, research and additional resources on the value of copyright and the promotion and protection of the creative industries.

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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